

Abstract

Transaction method and a service center (2) suitable therefor and a suitable device (4) for carrying out this transaction method, in which method object picture data relating to a transaction object (110), for example a product or a service, are made visible to a user, for instance by projecting image signals corresponding to the object picture data (120) directly on the retina (51) of the user, eye features of the user being determined while the object picture data, made visible, are viewed by him, for example by the light (171) being captured that is reflected by the retina (51) owing to the projected image signals and retina patterns (180) of the user being determined from the determined reflection data (170) and the associated object picture data (120), the determined eye features (180) with object data (130) relating to the transaction object (110) being linked in a transaction record (190) and the transaction record (190) being forwarded to a processing unit (23).

(Figure 1)